



NEWS RELEASE

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For Immediate Release

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National Toy Hall of Fame® Celebration November 8 & 9

ROCHESTER, N.Y.—Which beloved American toy classics will take their honored places in the hallowed halls of the *National Toy Hall of Fame®* this year?

Find out at the **National Toy Hall of Fame® Celebration at Strong National Museum of Play® on Saturday, November 8 from 10:00 a.m. to 5:00 p.m. and Sunday, November 9 from 12:00 noon to 5:00 p.m.** (The 2008 toy inductees will be officially announced to the media at a press conference held in the museum's dramatic hall Thursday, November 6, 2008 at 10:30 a.m.)

Come see displays of the latest toy inductees and enjoy a day of toy-filled revelry:

- Feast your eyes and ears on the sights and sounds of an elaborate new **Lionel® Train** display, installed in the hall especially in time for this year's induction festivities. And enjoy another fascinating display in the hall: an original version of the iconic American board game, **Monopoly®**, hand colored by Charles Darrow himself—the man credited with bringing the game to Parker Brothers.
- Watch out for flying toys! **Hilby the Skinny German Juggle Boy** presents daily juggling performances using some of the toy classics currently in the *National Toy Hall of Fame®*. Performances take place on Saturday at 11:30 a.m., 1:30 p.m., and 3:30 p.m.; and on Sunday at 1:30 and 3:30 p.m.
- Discover how toys really work with scientists from **Adventures in Chemistry & Physics**. Explore the secrets behind such toys as an Etch a Sketch®, 3-D glasses, magic ink, wall walkers, and more.
- Get your hips in gear and join a **Hula Hoop® 50th birthday celebration** or play a game of **National Toy Hall of Fame Bingo**.
- Build with LEGO® bricks, race a Slinky®, play checkers, and enjoy more fun with hall of fame toys when you visit the *National Toy Hall of Fame®*.

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2—Toy Weekend

- Help bring a smile to the faces of other kids in the community when you donate a new unwrapped toy to the Pirate Toy Fund.

The *National Toy Hall of Fame*® at Strong National Museum of Play® recognizes toys that have engaged and delighted multiple generations, inspiring them to learn, create, and discover through play. Criteria for induction include: *Icon-status* (the toy is widely recognized, respected, and remembered); *Longevity* (the toy is more than a passing fad and has enjoyed popularity over multiple generations); *Discovery* (the toy fosters learning, creativity, or discovery through play); and *Innovation* (the toy profoundly changed play or toy design).

The twelve toy finalists being considered for 2008 induction are: Baby Doll, Clue®, Dollhouse, Flexible Flyer® Sled, The Game of Life®, Hot Wheels®, Magic 8 Ball®, Rubik's Cube®, Skateboard, Thomas the Tank Engine™, Wiffle Ball®, and Yahtzee®. Only two of the twelve nominees will get to take their honored places in the hall.

Strong National Museum of Play is the only museum in the world devoted solely to the study of play as it illuminates American culture. Known for its family-friendly, interactive exhibits and world-renowned collections (including the world's largest collection of toys and dolls), the museum is the second largest children's museum in the nation and the largest year-round family attraction in Upstate New York. For more information on Strong and the *National Toy Hall of Fame*® visit www.museumofplay.org.

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Strong National Museum of Play®, located in downtown Rochester, New York, is the only museum in the world devoted solely to the study of play as it illuminates American culture.

Museum Hours:

Monday–Thursday, 10:00 a.m. to 5:00 p.m.; Friday, 10:00 a.m. to 8:00 p.m.;
Saturday, 10:00 a.m. to 5:00 p.m.; Sunday, 12:00 noon to 5:00 p.m.

Admission Fees:

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®):
Adults \$9.50; Seniors \$8.50; Children (2–17) \$7.50; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$3.00 per person for nonmembers and \$1.50 per person for members; Children younger than two free. Due to limited capacity, entry to *Dancing Wings Butterfly Garden*® is by timed ticket only. Advance purchase is recommended. Please call 585-263-2700 to reserve and purchase timed tickets.

Parking: Free parking is available at the museum for all guests on a first-come, first-served basis. Please note that, on high visitation days, the museum lot may reach capacity early in the day. If space is not available on site at the time of your visit, you will be directed to additional parking at neighboring municipal garages (fees may apply).